WHAT IS CLAIMED IS:

1. A timepiece comprising:

a liquid crystal display (LCD);

a battery powered circuit for driving the LCD and determining a time; and

one or more alternating current (AC) powered lights configured as a back light to the LCD,

wherein the one or more AC powered lights function when plugged into an AC power source.

2. The timepiece of claim 1 wherein the timepiece does not include a transformer or a rectifier circuit.

3. The timepiece of claim 1 wherein the timepiece is a clock.

4. The timepiece of claim 2 wherein the clock is a digital clock.

5. The timepiece of claim 1 wherein the one or more AC powered lights comprise one or more neon lights.

6. The timepiece of claim 1 wherein the one or more AC powered lights function only when plugged into the AC power source.

7. The timepiece of claim 1 wherein the battery power is supplied by one or more AA batteries.

8. The timepiece of claim 1 further comprising an alarm that progressively increases in volume as the alarm sounds.

9. The timepiece of claim 8 further comprising a snooze button that delays the alarm for a period of time.

10. The timepiece of claim 1 wherein the timepiece continues to determine the time while the battery is at least partially charged and remains in contact with the battery powered circuit.

11. A digital alarm clock comprising:

a liquid crystal display (LCD);

a battery;

a battery powered digital clock circuit for driving the LCD and determining a time; and

one or more alternating current (AC) powered neon lights configured as a back light to the LCD,

wherein the one or more AC powered neon lights function only when plugged into an AC power source and the digital clock circuit functions only when connected to the battery.

12. The digital alarm clock of claim 11 wherein the digital alarm clock does not include a transformer or a rectifier circuit.

13. A timepiece comprising:

a housing;

a liquid crystal display (LCD);

an alternating current (AC) powered back light to the LCD;

a reflector located between the LCD and the back light;

a battery; and

a battery powered printed circuit board configured to drive the LCD and determine a time.

14. The timepiece of claim 13 wherein the timepiece is a digital alarm clock.

15. The timepiece of claim 13 wherein the reflector comprises flame retardant polycarbonate (PC) and the housing comprises flame retardant acrylonitrile-butadiene-styrene (ABS).

16. The timepiece of claim 13 wherein the timepiece does not include a transformer or a rectifier circuit.

17. The timepiece of claim 13 wherein the AC powered back light comprises one or more neon lights powered by a conventional 120V 60Hz or 220V 50Hz power source.

18. The timepiece of claim 17 wherein each neon light is connected in parallel with all of the one or more neon lights and each neon light is coupled in series with a resistance between 68 and 82 kilo-Ohms.

19. The timepiece of claim 13 further comprising a plurality of switches connected to the battery powered printed circuit board and functioning to set the date, time, and alarm configuration of the timepiece.

20. The timepiece of claim 19 further comprising an alarm transducer and one or more capacitors connected to the battery powered circuit board.